

PRODUCTION GUIDELINES

FAIRWAY OUTDOOR ADVERTISING

WHO NEEDS TO PROVIDE FINISHED ARTWORK?

Any advertising agency wishing to qualify for an agency discount commission must provide finished artwork and all supporting materials necessary for the production of the related outdoor advertisement.

WHAT IS FINISHED ARTWORK?

Traditional Artwork

Finished artwork includes a black and white camera-ready mechanical along with all photographs, illustrations and graphic elements needed to produce the advertisement. All copy must be typeset – either phototype set or high resolution computer printout (300 dpi is acceptable although 2400 dpi or higher is recommended). All type, photographs and illustrations must be positioned on the mechanical. Colors should be clearly indicated using either Pantone Matching System (please use coated selections for bulletins and uncoated selections for poster panels) or by providing color samples for matching.

Digital Artwork

If you are supplying your art in a computer-generated format:

- 1) Hard copy proof **MUST** be submitted with electronic file with indications for colors, size and any FPOs (For Positions Only).
- 2) The page layout file or final file must be in the correct proportions to final piece.
- 3) Submit all TIFF, EPS, etc., support files used in building the layout.
- 4) Submit all parent files for the TIFF, EPS, etc.
- 5) All files should be built in **CMYK** not RGB. All type or solid black elements should be built in **CMYK** as C60, M40, Y40, K100 to provide a strong four color black.
- 6) Include all fonts. Please convert fonts to paths/outlines.
- 7) Submit any transparencies or reflective art to be scanned and placed in document. All submitted hard copy text, logos or illustrations should be unmounted and of professional quality, not personal computer laser prints or printed images (from magazines, brochures, etc.) containing halftone dots.

Accepted File Formats:

- *Macintosh* - Illustrator, Photoshop & QuarkXpress
- *PC files* - call for compatibility

What about indicating colors?

With the ease of adding many colors into the typical software pallet, it can often be confusing to know all the colors used in a design and whether it is built for PMS and/or 4-Color Process printing. Thus, it is imperative that you provide a hard copy color print of your design with PMS colors noted when used.

What are typical problems with artwork ?

- No hard copy print of the design with colors (PMS or 4pc) noted.
- All necessary files are NOT included on disk.
- Size of art on disk isn't in scale with final production size.
- Scanned/Digital images are too low-resolution for large format, fine line screen printing.

What are the requirements for submitting scanned art?

We often receive scanned artwork, photos, logos, etc. that are too small in size and resolution. Most of the time, scans used for brochure, annual reports, etc. are not large enough for medium and large format printing. When submitting photographs 8x10 prints or 3x5 transparencies are preferred. It will always benefit you to contact your representative to determine your specific needs.

WHAT SIZE SHOULD BULLETIN ARTWORK BE PRODUCED?

Standard painted bulletins are **14 feet by 48 feet**; deluxe rotary bulletins are **10 feet 6 inches by 35 feet 7 inches** (commonly referred to as **10'-6" x 36'**). Camera ready artwork can be produced in any of the following scales:

14" BY 48" BULLETINS

HALF-INCH SCALE 7" BY 24"

THREE-EIGHTS INCH SCALE LAYOUT IS 5.25" BY 18"

10'-6" BY 36" DELUXE BULLETINS

HALF-INCH SCALE 5.25" BY 17.79"*

*(Actual size of a deluxe bulletin is 10.5 feet by 35.58 feet)

CUT-OUTS, EMBELLISHMENTS, EXTENSIONS - BLD.

Embellishments or extended advertising space for the 14 by 48' and 10'-6" by 36' bulletins are normally limited to **5 feet above, 2 feet to each side and 1 foot below** the normal face of the display.

Many permanent locations are odd sizes. Consult your Fairway account executive for the appropriate dimensions of individual permanent paint locations.

WHAT SIZE AND SCALE SHOULD POSTER ARTWORK BE PRODUCED?

Poster panel artwork should be produced at half-inch scale; for junior poster panels it should be produced at a 1 inch scale:

BLEED POSTER • 10.41 feet by 22.66 feet

Mechanical art size (half-inch scale) = 5.2' by 11.3"

JUNIOR POSTER • 5 Feet by 10.68 Feet

Mechanical art size (one-inch scale) = 5" by 10.68"

If you have any questions concerning the production of artwork for outdoor advertising, please contact your Fairway account executive or art director.

Because of changing technologies, please contact your Fairway account executive to confirm sizes of your mechanical artwork.

